

Role Description

Content and Publishing Officer

Cluster	Transport
Agency	Transport for NSW
Division/Branch/Unit	Customer Strategy and Technology / Corridor Preservation
Location	Sydney
Classification/Grade/Band	Grade 7
Senior Executive Work Level Standards	Work Contribution Stream: Professional/Technical/Specialist
Role Number	51015364
ANZSCO Code	225311
PCAT Code	1111492
Date of Approval	November 2018
Agency Website	www.transport.nsw.gov.au

Agency overview

Transport for NSW is the centrepiece of a reshaped transport cluster. It is responsible for setting the strategic direction and guiding an extended network of public and private service delivery agencies to deliver improved transport outcomes.

Primary purpose of the role

The primary purpose of the role is to write, curate, edit and publish a wide range of different content and media for a variety of communication channels including media releases, official documents, social media and websites to enable the effective engagement of stakeholders in support of the delivery of Corridor Preservation projects.

Key accountabilities

- Live the NSW Public Sector and organisational values to achieve outstanding outcomes for the organisation and customers.
- Working with Corridor Preservation project teams prepare a strategic content calendar aligned to key project milestones and initiatives as well as leverage day to day news events as they occur.
- Manage the production of the Strategic Environmental Assessment and other important communication products, working closely with project teams on content and ensuring the overall quality of the end product.
- Write, produce, edit and publish engaging multimedia content to effectively promote transport's key messages and generate engagement and advocacy from the community and other stakeholders,
- Respond quickly and appropriately to significant unfolding events and other newsworthy developments by creating and publishing appropriate content to ensure the transport point of view is effectively communicated to communities.

- Monitor emerging technologies and trends in the development of website and social media content to ensure content remains relevant, engaging to communities and reflects contemporary best practice.

Key challenges

- Ensuring that communications products that contain highly technical concepts and insights are accessible to the intended audience, but still technically accurate.
- Ensuring that content remains engaging and relevant to the audience and support Corridor Preservation project outcomes.

Key relationships

Who	Why
Internal	
Principal Manager Stakeholder Engagement and the Stakeholder Engagement team	<ul style="list-style-type: none"> • Escalate issues, keep informed, advise and receive instructions. • Provide regular updates on key projects, issues and priorities. • Work cooperatively within the team, exchange information and assist other team members to achieve team objectives and work outcomes.
Corridor Preservation Project Teams	<ul style="list-style-type: none"> • To work closely with them on the production of communications products, ensuring the accuracy of content and managing the communications channels effectively.
TfNSW Marketing and Media Teams	<ul style="list-style-type: none"> • To ensure alignment across traditional and social media channels including the highest standards of accuracy. • Existing social media channels will be leveraged by the Transport marketing team to increase the effectiveness and reach of its campaigns.
External	
Department of Planning and Environment	<ul style="list-style-type: none"> • Interact as required.

Role dimensions

Decision making

As per the delegations of the role.

Reporting line

This role reports to Principal Manager Stakeholder Engagement.

Direct reports

This role has no direct reports.

Budget/Expenditure

The budget/ expenditure allocation for the role is to be confirmed.

Essential requirements





Tertiary qualification in Media, Communications, Copywriting, Graphic Design or related discipline or experience deemed equivalent.

Capabilities for the role

The NSW Public Sector Capability Framework applies to all NSW public sector employees. The Capability Framework is available at www.psc.nsw.gov.au/capabilityframework

Capability summary

Below is the full list of capabilities and the level required for this role. The capabilities in bold are the focus capabilities for this role. Refer to the next section for further information about the focus capabilities.

NSW Public Sector Capability Framework		
Capability Group	Capability Name	Level
 Personal Attributes	Display Resilience and Courage	Adept
	Act with Integrity	Intermediate
	Manage Self	Intermediate
	Value Diversity	Intermediate
 Relationships	Communicate Effectively	Advanced
	Commit to Customer Service	Intermediate
	Work Collaboratively	Adept
	Influence and Negotiate	Intermediate
 Results	Deliver Results	Adept
	Plan and Prioritise	Adept
	Think and Solve Problems	Intermediate
	Demonstrate Accountability	Intermediate
 Business Enablers	Finance	Foundational
	Technology	Advanced
	Procurement and Contract Management	Foundational
	Project Management	Intermediate

Focus capabilities

The focus capabilities for the role are the capabilities in which occupants must demonstrate immediate competence. The behavioural indicators provide examples of the types of behaviours that would be expected at that level and should be reviewed in conjunction with the role's key accountabilities.

NSW Public Sector Capability Framework

Group and Capability	Level	Behavioural Indicators
Personal Attributes Display Resilience and Courage	Adept	<ul style="list-style-type: none"> • Be flexible, show initiative and respond quickly when situations change • Give frank and honest feedback/advice • Listen when ideas are challenged, seek to understand the nature of the criticism and respond constructively • Raise and work through challenging issues and seek alternatives • Keep control of own emotions and stay calm under pressure and in challenging situations
Relationships Communicate Effectively	Advanced	<ul style="list-style-type: none"> • Present with credibility, engage varied audiences and test levels of understanding • Translate technical and complex information concisely for diverse audiences • Create opportunities for others to contribute to discussion and debate • Actively listen and encourage others to contribute inputs • Adjust style and approach to optimise outcomes • Write fluently and persuasively in a range of styles and formats
Results Deliver Results	Adept	<ul style="list-style-type: none"> • Take responsibility for delivering on intended outcomes • Make sure team/unit staff understand expected goals and acknowledge success • Identify resource needs and ensure goals are achieved within budget and deadlines • Identify changed priorities and ensure allocation of resources meets new business needs • Ensure financial implications of changed priorities are explicit and budgeted for • Use own expertise and seek others' expertise to achieve work outcomes
Results Plan and Prioritise	Adept	<ul style="list-style-type: none"> • Take into account future aims and goals of the team/unit and organisation when prioritising own and others' work • Initiate, prioritise, consult on and develop team/unit goals, strategies and plans • Anticipate and assess the impact of changes, such as government policy/economic conditions, on team/unit objectives and initiate appropriate responses • Ensure current work plans and activities support and are consistent with organisational change initiatives • Evaluate achievements and adjust future plans accordingly
Business Enablers Technology	Advanced	<ul style="list-style-type: none"> • Show commitment to the use of existing and deployment of appropriate new technologies in the workplace • Implement appropriate controls to ensure compliance with information and communications security and use policies • Maintain a level of currency regarding emerging technologies and how they might be applied to support business outcomes • Seek advice from appropriate technical experts to leverage

NSW Public Sector Capability Framework

Group and Capability	Level	Behavioural Indicators
Business Enablers Project Management	Intermediate	<p>information, communication and other technologies to achieve business outcomes</p> <ul style="list-style-type: none"> • Implement and monitor appropriate records, information and knowledge management systems protocols and policies
		<ul style="list-style-type: none"> • Perform basic research and analysis which others will use to inform project directions • Understand project goals, steps to be undertaken and expected outcomes • Prepare accurate documentation to support cost or resource estimates • Participate and contribute to reviews of progress, outcomes and future improvements • Identify and escalate any possible variance from project plans